

# Parade

PARADE.COM  
MEDIA KIT

2022

PARADE.COM focuses on what's trending at the intersection of pop culture and lifestyle, while offering our curious, active and inspired audience empowering solutions that help make every day POP!



## MAKE EVERY DAY POP!

Each vertical offers solution-filled takes and insightful commentary from a diverse group of voices on the latest trends.

### ENTERTAINMENT

Offers coverage of everyone's favorite shows, music, books and movies. From network to streaming, Parade's on the pulse of what's trending in entertainment.

**VIDEO SERIES:** PASSION PROJECTS, THE MOM THREAD

#### EXCLUSIVE CONTENT:

- Fall/Spring TV Hubs
- Cast Exclusives
- Awards Shows/Sweeps/Finales
- Holiday Specials

### FOOD

Our food channel features unique content, with influencer recipes and roundups, the latest food trends and celeb foodie interviews (and video!) to help our audience make all their meals POP.

**VIDEO SERIES:** KEEP IT SIMPLE, POP KITCHEN CHALLENGE, POP KITCHEN BETTER BBQ, POP COOKIES

#### CONTENT:

- TikTok Inspired Recipes
- TV-Inspired Recipes
- Pop Kitchen Challenge
- Sustainability (i.e. Zero Waste, Food Storage, etc.)

### WELLNESS

Parade delivers a timely, solutions-driven approach to health by touching on the latest diet and fitness trends, general wellness and mental health news, and libraries of content around specific conditions/ailments.

**VIDEO SERIES:** TMI SHOW, ANNUAL TAKE A MENTAL HEALTH DAY SPECIAL

#### CONTENT:

- Condition Specific Starter Kits
- Caregiver Tool Kits & Guides
- Take it From a Patient
- Healthy Now: Parade + Cleveland Clinic National Survey Coverage



### LIFE

Holiday ideas and inspiration, parenting tips and trends, shopping deals and freebies, pet parent advice, ways to live more sustainably, financial know-how and travel tips—Parade.com's Life channel covers it all to help you make the most of each day.

**VIDEO SERIES:** DELUXE OR DUPE, THE MOM THREAD

#### CONTENT:

- The Mom Thread
- Pet Parent Central
- Sustainability
- Accounts Slayable

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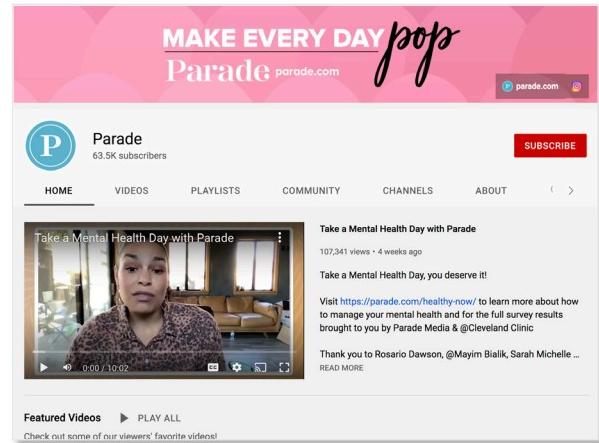
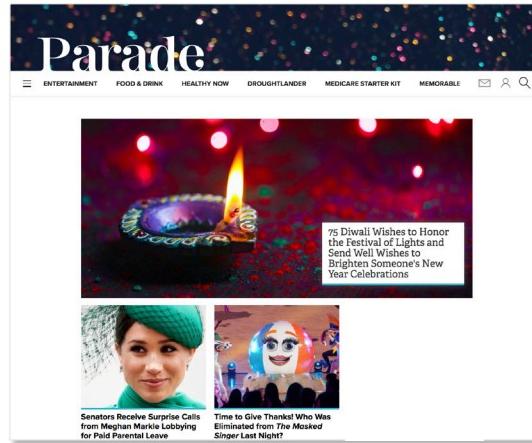
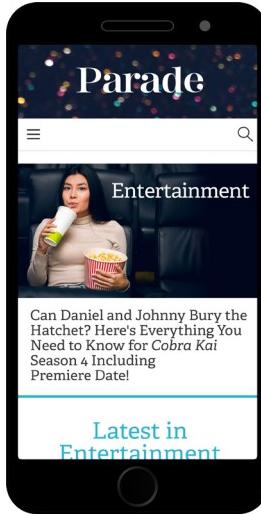
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## WHY PARADE.COM?

### DYNAMIC DIGITAL OFFERINGS



**OPTIMIZATION EXPERTISE:** Our AdOps and analytics team members are experts on meeting and over-delivering advertisers' KPIs as a result of studying campaign data.

**HIGH PERFORMANCE DELIVERY:** We consistently deliver CTRs 3 – 5x above industry average (.07%).

**EXCLUSIVE & PREMIUM CONTENT:** Parade.com provides exclusive content from celebrities, influencers, authors, and health experts (i.e. Cleveland Clinic) that sparks conversation and motivates readers to take action to improve their lives and their health.

**MASS REACH:** Combined with our private local media partners, we deliver to a massive national audience of over **117 million** unique visitors on a local level.

**STRATEGIC PROGRAM BUILD OUTS:** Our custom opportunities include impactful native and sponsored content to site/content takeovers, innovative engaging units and so much more.

**EXCLUSIVE VIDEO OPPORTUNITIES:** Our counterparts at Made in Network build and operate YouTube channels that generate nearly **250 million** views per month, connecting brands with fans across the YouTube community. Parade Media offers brand safe series sponsorships and exclusive pre-roll opportunities across a variety of YouTube channels.

**ONE STOP SHOP:** From custom content to targeted and OTT/CTR and OLV media, we can deliver all of your advertising needs in one turnkey campaign.

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## AUDIENCE SELECTION

Our vast targeting capabilities allow us to reach our partners' main targets on a national and local level in a brand safe environment.

Using our expertise and targeting capabilities (Crossix, Behavioral, Geo, Swoop, Demo, etc.) we will recommend tailored performance-driven segments designed to connect your brand with your core audience across Parade.com and our private local media entity while delivering and exceeding on all KPIs and benchmarks.

## AUDIENCE SEGMENT TENTPOLE EXAMPLES



AUTOMOTIVE



ENTERTAINMENT



HEALTH



QSR



TRAVEL



CAREGIVING



FOOD



INSURANCE



RETAIL/CPG



SPORTS